

## Abstract

A resinous interior material is provided which comprises 10 to 45 parts by mass of an ethylene/vinyl acetate copolymer, 10 to 90 parts by mass of a polyolefin resin, 10 to 90 parts by mass of either a block copolymer of styrene and one or more aliphatic unsaturated hydrocarbon compounds or a product of hydrogenation of the copolymer (styrene/(poly)olefin block copolymer), and 100 to 700 parts by mass of an inorganic filler. This resinous interior material contains neither halogens nor plasticizers such as phthalic esters, can be used as a substitute for interior materials made of PVC resins, and has excellent adhesion to adhesives and waxes heretofore in use for interior materials.

In addition, this resinous interior material is markedly superior in processability, applicability, and durability to other interior materials made of non-halogen resins. Especially when the ethylene/vinyl acetate copolymer has a melt flow rate higher by at least 20 g/10 min than the MFR's of the other resins and the styrene/(poly)olefin block copolymer has a glass transition temperature ( $T_g$  or  $\tan\delta$  absorption) around ordinary temperature, then the interior material is satisfactory in conformability to substrates, marring resistance, and abrasion resistance.